



Visitor Studies Association

Visitor Studies Association

Board Meeting

Tuesday, January 23, 2018 | 10:00am PT

Minutes

Call to Order and Welcome (Rae)

Conflict of Interest and Disclosure

Present- Patience, Michelle, Nicole, Margaret, Stephanie, Paul, Rae, Renae, Jill, Rebekah, Josh, Claire, Camellia, Elizabeth, Kim, and Elee

Absent- all present

Consent Agenda

- President's Report (Rae)
- Incoming President Report (Elizabeth)
- Treasurer Report/budget draft (Rebekah)
- Secretary Report (Michelle)
- Vice President Professional Development Report (Camellia)
- Vice President Outreach Report (Renae)
- Conference Planning Committee Report (Claire)
- VSA Management Report (Nicole)
- Membership Chair Report (Patience)
- Minutes from the November Board meeting (Michelle)

Motion Paul

Second Camellia

Approved

Deliberative Agenda

1. Discuss and Vote on 2018 Budget (Rebekah, Rae, and Nicole)
 - a. We are looking to raise membership rates and conference registration
 - i. There was a discussion around retention rates and recruitment efforts.
 - ii. The success of conference registration tends to correlate with the location
 - iii. For future conversations, we should look at the actual costs for a memberships and conference and how our price increases in each area might help close the gap between actual costs and revenue earned. Also need to review when we comp registrations for the conference
 - b. Still in the process of closing out 2017
 - i. Items still coming in—membership renewals and donations
 - c. The Executive Committee will review the budget monthly and discuss at full board meetings.
 - d. 2017 was a year of transition for management and may of the expenses paid in 2017, will not be assessed in 2018.

- e. The group recognized that two items were also in flux in 2017.
 - i. The structure around board giving changed
 - ii. The development committee was not as active as it has once been in the past.

Motion to approve budget- Renae

Second- Kim

All in favor- yes

Approved

- 2. No votes needed- more of an update
 - a. Update on Strategic planning (Rae)
 - i. Small task force to maintain the planning around our strategic plan (Tactical plan). Temporary group to shepherd development of the plan- Members are Rae, Nicole, Elee, Kim, Elizabeth, and Rebekah
 - 1. Scale plan to our capacity
 - 2. Documentation
 - 3. Meet monthly, and then adjust as needed
 - 4. Build out a plan for goals of 2018 and then set some targets for future years. With focus was on financial stability. Overhead costs of running the organization. What's our business model as opposed to looking at activities line item by line item. Thinking of the overall value of what we offer.
 - 5. Another key realization- how bad it is not to have a reserve fund. This requires a multi-year plan to get us away from drawing on our dwindling reserves. What are our cash reserves? This shows in the balance sheet. Operating cash account is the reserves.
 - 6. Having funds to invest in membership activities and other ideas to increase our value for our community
 - 7. Goal- working doc to discuss in July.
 - b. Goals for 2018
 - i. Rae posted these for review. Elizabeth will also review and help check in with people to make sure we are on track.
 - ii. This is a working document to help guide our work
 - iii. Overarching goal for VSA for the Task force to review

Other Business

- Member communications group wants to hear from you. @visitorstudies insert nerdy/fun content for our community. If you follow VSA, share and like posts.
- Newsletter will hit early February
- Josh will write the letter from the Board.
- May newsletter content is in development
- Steve's request for book reviews and articles for the Severen's- reminder for Board involvement.

Adjourn